

PHILIP MORRIS U.S.A.  
INTER - OFFICE CORRESPONDENCE

100 Park Avenue, New York, N.Y. 10017

OFFICE Jacksonville

To: Mr. J. T. Montgomery

Date: April 22, 1970

From: D. L. Gable

Subject: Objectives - Area Managers - March 2 thru April 17, 1970

Dear Mr. Montgomery:

Listed below you will find the accumulative results of AMDS and AMCS for the above period.

AMDS

1. B & H growth up 17.5% \*
2. Multifilter growth up 6.7% \*
3. Marlboro growth up 32.5% \*
4. Parliament growth up 12.0% \*
5. Va. Slims growth up 24.8% \*
6. Distribution on B & H Gold 100%
7. Distribution on B & H Green 100%
8. # of distributors having both Multifilter 125
9. # of distributors where Menthol Multifilter reinstated 3
10. # of distributors where B & H Filter increased over 25% - 56
11. # of distributors where B & H Menthol increased over 20% - 49
12. # of distributors with old Multifilter packing - Brown - 0, Green - 2
13. # of vending master lists checked - 21
14. # of adjustments made - 9, amount recovered - \$943.61
15. # of Vendability Presentations made - 39
16. # added columns for 100MM brands - 360
17. # added columns for Marlboro - 675
18. # added columns for Multifilter - 250
19. # distributor sales meetings attended - 16
20. Support received: Marl. - 16, B & H - 16, Multifilter - 16
21. # distributors accepting Inventory Control Sheets - 33
22. # independent retail outlets monitored - 44

AMCS

1. B & H growth up 9.7% \*
2. Multifilter growth up 10.2% \*
3. Plan C B & H arrangements: chains - 12, stores - 564
4. Plan B-1 B & H arrangements: chains - 11, stores - 770
5. Plan B-1 Multifilter arrangements: chains - 5, stores - 355
6. Complete distribution on both B & H - 100%
7. # chains with both Multifilter - 3 direct \*\* see below
8. # chains where Multifilter reinstated - already 100%
9. # chains where Menthol reinstated - 6
10. # added rows for B & H via plan-o-gram - 0
11. # business reviews prepared and presented - 3

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AMCS - continued -

- 12. # H.Q. accepting order guide with letter of instruction - 11
- 13. # chain supervisors presented order guide - 41: accepting - 35
- 14. # retail stores monitored for performance - 170

NOTE: \* denotes average among managers.

Overall accomplishments good. Will continue to strive for better results with particular attention to Multifilter Menthol distribution in all direct accounts as well as vending distribution on Multifilter and 100MM brands.

NOTE: \*\* Multifilter Menthol is available in all chains, grocery, convenience and drug thru local supplier except: 7/Eleven, Reed Drug, Big Apple and Jackson-Atlantic.

Regards,

*D. L. Gable*  
D. L. Gable

DLG/er

cc: D. L. Gable  
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